

Station KJNV-TV LAS VEGAS, NV.
Advertiser () OBAMA FOR AMERICA
Product Candidate Orders
Estimated 1/798

Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
Agency C/P/I/P/E 951/01/1798
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Showing BuLines: All Lines

Last Received: 09/7/2012 6:30 PM

Rep Firm	Sales Office	Salesperson
() PHILADELPHIA	() AMY MCCREADY	
Salesperson Phone#	215-568-6540	
Salesperson FAX#	215-568-1845	

- CONTRACT COMMENT -

SC+

LT	Ln	Day	Timing	Program	Len	Rate	Dates	Spots/Week	# Spots	Total Spots	Daypart
1	TU-F, M	5A-6A		WAKE UP WITH THE MAGNERS	:30	\$325.00	09/18-09/24	2	1	2	\$650.00
2	TU-F, M	6A-7A		WAKE UP WITH THE MAGNERS	:30	\$650.00	09/18-09/24	2	1	2	\$1,300.00
3	TU-F, M	7A-8A		TODAY SHOW	:30	\$650.00	09/18-09/24	2	1	2	\$1,300.00
4	SA	6A-7A		MEN'S 3 AT JOURNAL	:30	\$650.00	09/18-09/24	2	1	2	\$1,300.00
5	SA	7A-8A		MEN'S 3 AT JOURNAL	:30	\$650.00	09/18-09/24	2	1	2	\$1,300.00
6	SA	8A-9A		MEN'S 3 AT JOURNAL	:30	\$650.00	09/18-09/24	2	1	2	\$1,300.00
7	SA	9A-10A		MEN'S 3 AT JOURNAL	:30	\$650.00	09/18-09/24	2	1	2	\$1,300.00
8	SA	10A-11A		MEN'S 3 AT JOURNAL	:30	\$650.00	09/18-09/24	2	1	2	\$1,300.00
9	TU-F, M	11A-12A		MEET THE PRESS	:30	\$33,200.00	09/18-09/24	2	1	1	\$33,200.00
10	TU-F, M	12P-12A		MEET THE PRESS	:30	\$33,200.00	09/18-09/24	2	1	1	\$33,200.00
11	TU-F, M	5P-6P		NEWS 4 AT 5:30P	:30	\$33,200.00	09/18-09/24	2	1	1	\$33,200.00
12	SA	5P-6P		NEWS 4 AT 5:30P	:30	\$33,200.00	09/18-09/24	2	1	1	\$33,200.00
13	SA	6P-7P		KCBZ/ EKSL-TV NEWS	:30	\$33,200.00	09/18-09/24	1	1	1	\$33,200.00
14	SA	7P-8P		KCBZ/ EKSL-TV NEWS	:30	\$33,200.00	09/18-09/24	1	1	1	\$33,200.00

Rep Order# 6853203 Ver# 3 Mod# 1 Status Confirmed
EC'd Yes

Last Received: 09/19/2012 9:01 AM
Printed: 09/17/2012 6:30 PM
Showing Buylines: All Lines

2 of 3

Station	KSNV-TV LAS VEGAS, NV.	Traffic Order#	106709	Last Received:	09/19/2012 9:01 AM
Advertiser	{ OBAMA FOR AMERICA	Rep Firm	() GMMB	Sales Office	() PHILADELPHIA
Product	Candidate Orders	Salesperson	{) AMY MCCREARY		
Estimate#	1798	Agency Phone#	215-568-6540		
Buyer	Maura Gilroy	Salesperson FAX#	215-568-1845		
Phone#					
Fax#					
LT	Tr.	Day	Time	Program	
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15	TH	8P-9P		SNL: UP ALL NIGHT	
16	SU		5:30P-830P	SUN RT FB: NE & BALTIMORE	
17	TU-F, M		1:35P-2:05A	LAST CALL WITH CARSON DALY	
18	SU		1135P-12A	SPORTS NIGHT IN LAS VEGAS	
19	SU		12A-1A	LAW & ORDER	
20	SA		1:30P-1A	SNL	

Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
:30	\$1,500.00	09/20-09/20	1	1	1	\$1,500.00	
:30	\$8,000.00	09/23-09/23	1	1	1	\$8,000.00	
:30	\$40.00	09/18-09/24	4	1	4	\$160.00	
:30	\$200.00	09/23-09/23	1	1	1	\$200.00	
:30	\$45.00	09/23-09/23	1	1	1	\$45.00	
:30	\$150.00	09/22-09/22	1	1	1	\$150.00	

-REPORT TOTALS-

Report Totals: 24 / \$30,385.00

-SALES MONTHLY TOTALS-

Rep 12: 24 / \$30,385.00

Sale Totals: 24 / \$30,385.00

Station Totals: 24 / \$30,385.00

Line: not sent/reld/trn: 0 / \$0.00

-COMPETITIVE-

Market Total	OKC	TS	KBLR	TC	KLUU	TC	KAZ	TC	KZEW	TC	KWCH	TC	KWMM	TC	K243	TC	K239	TC	K245	TC	K251	TC
244,583	OKC	TS	KBLR	TC	KLUU	TC	KAZ	TC	KZEW	TC	KWCH	TC	KWMM	TC	K243	TC	K239	TC	K245	TC	K251	TC
175,583																						
168,583																						

-COMPETITIVE COMMENTS-

ST SHARE:

Entertainment 30.51%
Local 59.49%

Rep Order# 6853263 Ver# 3 Mod# 1 Status Uninformed Traffic Order# 10709
FC'd Yes

Advertiser (OBAMA FOR AMERICA
Product Candidate Orders
Estimate# 1798
Buyer Maura Gilroy
Phone#
Fax#

--Agency Comment--
PLEASE NOTE ADDRESS CHANGE EFF 8/12

— CREDIT RISK —
CASH IN ADVANCE

Showing Buylines: All Lines

Agency (GMMB
3030 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95101/1798
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm Sales Office (PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

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